

Alberto Vega-Cuesta

Professor Nova

BUS349

Week 10 Assignment

Describe the responsibilities of the producer of a musical theater production.

The producer of a musical theater production is responsible for overseeing all aspects of the production from inception to closing night. They are essentially the CEO of the production and have a broad range of responsibilities. One of the primary responsibilities of the producer is to secure funding for the production. This involves finding investors or securing funding from a production company or theater, which can be a significant challenge.

Once funding has been secured, the producer is responsible for managing the budget of the production. They must make sure that the production is profitable while also ensuring that the creative vision of the show is maintained. This can be a balancing act, as the producer must make sure that the production is financially successful without sacrificing the artistic integrity of the show.

Another crucial responsibility of the producer is to assemble a creative team. This includes hiring a director, choreographer, music director, and other key personnel. The producer must ensure that the creative team is skilled and experienced, and that they share the vision for the show.

The producer is also responsible for casting the show. This involves holding auditions, selecting the cast, and negotiating contracts with the actors and their agents. The producer must ensure that the actors are talented and capable of performing the roles in the show.

Finally, the producer is responsible for marketing and promoting the show. This involves creating a marketing plan, generating buzz for the show, and selling tickets. The producer must work with the marketing team to ensure that the show reaches its target audience and that it is well-received by critics and audiences alike.

In summary, the producer of a musical theater production is responsible for securing funding, managing the budget, assembling a creative team, casting the show, and marketing and promoting the production. It is a challenging and demanding role that requires a unique blend of creativity, business acumen, and leadership skills.

What costs need to be considered in running a full time musical show? Why might investors be willing to take the risk of these costs?

Running a full-time musical show involves significant costs that must be considered. One of the most significant costs is the venue itself. The rent for the theater space, as well as any associated fees for using the space, can be a significant expense. Other costs that need to be considered include salaries for the cast and crew, costumes, props, set design and construction, lighting and sound, marketing and advertising, and insurance.

Investors may be willing to take the risk of these costs because they believe that the show has the potential to be financially successful. A successful musical can generate significant revenue through ticket sales, merchandise sales, and licensing agreements. Investors may also be motivated by a passion for the arts or a desire to be associated with a successful production.

Investors may also be drawn to the potential for long-term financial success. If a show is successful, it may be able to run for many years, generating revenue for the investors over an extended period. Additionally, a successful show may generate interest from other theaters, resulting in tours or international productions.

Finally, investors may be willing to take on the risks associated with running a full-time musical show because they believe in the creative team behind the production. If the creative team has a proven track record of success or a unique and compelling vision for the show, investors may be willing to support the production.

In summary, running a full-time musical show involves significant costs that must be considered, including venue rental, salaries, costumes, props, set design and construction, lighting and sound, marketing and advertising, and insurance. Despite these costs, investors may be willing to take on the risks associated with producing a musical because they believe in the potential financial success of the show, the potential for long-term financial success, and the creative team behind the production.